



July 17, 2012

To Whom It May Concern:

This letter is authorization for Media Strategies & Research at 1580 Lincoln Street, Suite 510 Denver, CO 80203 and 11350 Random Hills Road, Suite 670 Fairfax, VA 22030 to purchase broadcast time on behalf of Vote No on 6 Committee. The treasurer is Barbara Zdravecky.

Any questions concerning this authorization should be directed to Judith Selzer at the Vote No on 6 Committee at 561-472-9940.

Sincerely,



Barbara Zdravecky
Treasurer



WFTS

ORDER

Print Date 09/20/12

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Flight Dates 10/29/12-11/06/12

Contract / Revision 311855 /

Original Date / Revision
09/20/12 09/20/12

Advertiser FL Vote No on 6 Committee

Agency Media Strategies & Research

Buying Contact

11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Product

Tampa-St Petersburg

Agency Com 15%

Billing Contact

11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Sales Office WFTSL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate # 12019

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
WFTS House

Account Executive	Order%	Start Date	End Date
WFTS House	100%		

Order Share 31% Market Value 234032

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	69%	161482
WBHS	%	0
WBSV	%	0
WCLF	%	0
WEDU	%	0
WFLA	%	0
WMOR	%	0
WTOG	%	0
WTSP	%	0
WTTA	%	0
WTVT	%	0
WUSF	%	0
WVEA	%	0
WWSB	%	0
WXPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	47	\$61,667.50	\$72,550.00	0.00	10/29/12	11/06/12	47	\$61,667.50	\$72,550.00
Totals	47	\$61,667.50	\$72,550.00	0.00					

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WFTS	10/29/12	11/06/12	M-F 530-6a	CM	528-6a	1-11---	:30	3	\$450.00	P-3	0.00	NM	4	\$1,800.00
ABC Action News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-11---					3	\$450.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$450.00		0.00			
N 2	WFTS	10/29/12	11/06/12		CM	658-9a	11--1--	:30	3	\$900.00	P-3	0.00	NM	4	\$3,600.00



WFTS

Print Date: 09/20/12

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Contract / Revision 311855 Flight Dates 10/29/12-11/06/12

Hiatus Dates

Original Date / Revision 09/20/12/ 09/20/12

Order Sep 00:20:00

Advertiser FL Vote No on 6 Committee Product Tampa-St Petersburg

Estimate # 12019

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
M-F 7-9a GMA														
GMA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-1--1--					2	\$900.00		0.00		
Week:		11/05/12	11/11/12	11-----					2	\$900.00		0.00		
N 3	WFTS	11/03/12	11/03/12	Sa 6-7a	CM	6-7a	-----1-	:30	1	\$300.00	P-3	0.00 NM	1	\$300.00
Sa 6-7a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1-					1	\$300.00		0.00		
N 4	WFTS	11/03/12	11/03/12	Sa 7-8a	CM	7-8a	-----1-	:30	1	\$400.00	P-3	0.00 NM	1	\$400.00
Sa 7-8a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-----1-					1	\$400.00		0.00		
N 5	WFTS	10/29/12	11/02/12	M-F 10-11a	CM	10-11a	-1--1--	:30	2	\$500.00	P-3	0.00 NM	2	\$1,000.00
10-11a Right This Minute														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-1--1--					2	\$500.00		0.00		
N 6	WFTS	10/29/12	10/31/12	M-F 11a-12p	CM	1058a-12p	1-1----	:30	2	\$1,000.00	P-3	0.00 NM	2	\$2,000.00
view														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	1-1----					2	\$1,000.00		0.00		
N 7	WFTS	11/05/12	11/05/12	M-F 1-2p	CM	1258-2p	1-----	:30	1	\$600.00	P-3	0.00 NM	1	\$600.00
M-F chew														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/05/12	11/11/12	1-----					1	\$600.00		0.00		
N 8	WFTS	10/29/12	11/06/12	M-F 3-4P Katie	CM	3-4p	11-11--	:30	4	\$700.00	P-3	0.00 NM	5	\$3,500.00
M-F 3-4P Katie														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	11-11--					4	\$700.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$700.00		0.00		
N 9	WFTS	10/30/12	11/05/12	M-F 4-5p	CM	358-5p	1111---	:30	4	\$1,000.00	P-3	0.00 NM	4	\$4,000.00
M-F ellen														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-111---					3	\$1,000.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$1,000.00		0.00		
N 10	WFTS	10/29/12	11/05/12	M-F 5-530p	CM	458-530p	1-1-1--	:30	3	\$1,500.00	P-2	0.00 NM	4	\$6,000.00
ABC Action News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	1-1-1--					3	\$1,500.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$1,500.00		0.00		
N 11	WFTS	10/29/12	11/05/12	M-F 530-6p	CM	530-6p	1--1---	:30	2	\$1,500.00	P-3	0.00 NM	3	\$4,500.00
ABC Action News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	1--1---					2	\$1,500.00		0.00		
Week:		11/05/12	11/11/12	1-----					1	\$1,500.00		0.00		
N 12	WFTS	10/30/12	11/02/12	M-F 6-630p	CM	558-630p	-11-1--	:30	3	\$1,800.00	P-2	0.00 NM	3	\$5,400.00
ABC Action News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/29/12	11/04/12	-11-1--					3	\$1,800.00		0.00		
N 13	WFTS	10/29/12	11/05/12	M-F 7-730p	CM	658-730p	1---1--	:30	2	\$1,500.00	P-3	0.00 NM	3	\$4,500.00
7-730p The List														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



WFTS

Print Date: 09/20/12

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Contract / Revision **311855** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 09/20/12/ 09/20/12

Order Sep 00:20:00

Advertiser **FL Vote No on 6 Committee** Product **Tampa-St Petersburg**

Estimate # **12019**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 13	WFTS	10/29/12	11/05/12	M-F 7-730p 7-730p The List	CM	658-730p	1---1--	:30	2	\$1,500.00	P-3	0.00 NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	1---1--					2	\$1,500.00		0.00		
	Week:	11/05/12	11/11/12	1-----					1	\$1,500.00		0.00		
N 14	WFTS	10/30/12	11/01/12	M-F 730-8p 730-8p Let's Ask America	CM	728-758p	-1-1---	:30	2	\$2,000.00	P-2	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-1-1---					2	\$2,000.00		0.00		
N 15	WFTS	10/30/12	10/30/12	Tuesday Prime A Dancing W Stars	CM	758-9p	-1-----	:30	1	\$14,000.00	P-3	0.00 NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-1-----					1	\$14,000.00		0.00		
N 16	WFTS	10/31/12	10/31/12	Wednesday Prime C Nashville	CM	10-11p	--1----	:30	1	\$7,500.00	P-3	0.00 NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	--1----					1	\$7,500.00		0.00		
N 17	WFTS	11/01/12	11/01/12	M-F 11-1135p ABC Action News	CM	11-1135p	---1---	:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	---1---					1	\$2,500.00		0.00		
N 18	WFTS	11/04/12	11/04/12	SU 11-1135p ABC Action News	CM	11-1135p	-----1	:30	1	\$2,500.00	P-3	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----1					1	\$2,500.00		0.00		
N 19	WFTS	10/29/12	10/31/12	M-F 1135p-1202a Nightline M-F nightline	CM	1135p-1202a	1-1----	:30	2	\$1,500.00	P-3	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	1-1----					2	\$1,500.00		0.00		
N 20	WFTS	11/01/12	11/01/12	M-F 11a-12p M-F view	CM	1058a-12p	---1---	:30	1	\$1,000.00	P-3	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	---1---					1	\$1,000.00		0.00		
N 21	WFTS	11/02/12	11/02/12	M-F 12-1p ABC Action News	CM	1158a-1p	----1--	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	----1--					1	\$450.00		0.00		
													Totals	47 \$72,550.00